

The Yazoo City Herald

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YAZOO COUNTY FAIR A COMING EVENT

Will Be Held in Yazoo City on Nov. 6th and 7th.

Again we are to have a county fair, and from the extensive preparations being made by the Yazoo Club and other friends, it will be the best in the history of the county. We are indeed glad that it is to be held. Of course, we know that one was held last year, and within the past few years several small exhibits have been held, but nothing approaching a genuine county fair. Nor would we depreciate the former efforts. They kept alive the spirit for holding fairs, and possibly the holding of a more extensive one this fall is due to those efforts.

Mr. W. R. Ritch, government demonstrator, is gathering an exhibit for the State Fair at Jackson, and this exhibit will also be shown at the Yazoo County Fair. Secretary Douthat, of the Yazoo Commercial Club has been untiring in his efforts to prepare for a creditable display, and these two gentlemen are determined to make the fair a success.

The first day of the fair will be the stock sale by Brickell Bros., and the day following its close will be the sale by Messrs. Stricklin and Thompson. These two sales will bring some fine stock to the city, besides what will naturally be placed on exhibition.

There has been a large corn crop made in the county this season, and judging by many stalks of cotton brought here, a large crop of cotton has been made despite the boll weevil. At least some of the finest stalks with the largest number of bolls has been placed on exhibition in some of our store windows that we have ever seen. And the live stock in the county have been greatly increased and improved, and more and more attention is being paid to grain, hay, poultry and vegetables. There is no reason why our people cannot get a creditable display as any county in the State.

A Tragic Death.

When all the earth was seemingly glad and those who had heeded the call to pray for peace were making ready to assemble in the house of God last Sunday to add their feeble efforts to the Almighty for Peace. One who should have been happy for she was standing on the brink of girlhood and womanhood when life is filled with enthusiasm and faith that does not linger with age, has let, like a cruel viper, melancholy creep into her mind and heart. She so far forgot herself and the obligations which she owed to her family and to the God who made her, that she swallowed a deadly poison which soon ushered her face to face with her Maker before He had given the sweet message to come.

Throw the veil of charity tenderly and lovingly around the memory of Kathie May Burkhead and leave the judgment with Him who knows all our thoughts and all our trials and whose mercy is greater than man's. "For it is written that it is not the will of my Heavenly Father that one of his little ones should perish."

Katie May was the second daughter of Mr. and Mrs. W. G. Burkhead of the Dover community and the sympathy of the people are theirs in this sad hour. Monday morning the body was taken to Indianola, the former home of the stricken parents where it was laid beside other loved ones.

To the sorrowing ones the Herald extends its condolences and its deepest sympathy.

C. A. Lightcap.

This firm is again trying to convince you that their ready made clothes are so good, so well designed, of such excellent material, so perfectly tailored, and fit so well that there is no real reason why any man should not be dressed in the very best at a moderate price. Young men who are trying to save a little for a rainy day can get help with their bank account by inspecting his well assorted stock when in need of anything which is necessary for a man's toilet.

OVERLAND auto for sale at a bargain. 5-passenger touring car, in good running order, for \$225. Will take cotton in exchange. B. GOLDSTEIN & CO.

WONDERFUL ADVANTAGES OFFERED DURING THE "BOOSTER PERIOD"

Subscriptions Count for More Votes During Booster Period Than at Any Other Time
Contest and Contestants Are Not Letting Any "Grass Grow Under Their Feet."

CONTESTANTS ARE NOW GATHERING THE HARVEST WHILE
THE SUN SHINES.

The Herald's Automobile Contest is Growing in Popularity Every Day

A young lady calls at the contest office for receipt book and information concerning the Herald's Automobile contest. She was nominated by some friend and immediately got busy in the race for the auto.

"I didn't know until today that anyone had considered me as a possibility in the Herald's automobile contest, and didn't know until now who it was that cast the first vote for me, but I am certainly going after that automobile, for it is certainly a liberal offer."

Such were the words of a bright young lady who rushed into the contest manager's office yesterday morning to get materials ready for work in the campaign in which friends have entered her, and she is going to win something, for she is made of the right kind of stuff that makes good contestants—with all the nerve and confidence in the world. She did not ask a single question as to any other contestant—not a word about anyone else. She just seemed to consider that she was going to be the only one in the race.

The splendid prizes and the increasing popularity of The Herald's automobile contest are things that are producing phenomenal interest in the contest. Just think of the chance you have of winning one of the handsome prizes. It's a most generous list. No better time in the world to enter this friendly struggle than RIGHT NOW, and get in the field before someone "mops up."

"Booster Period Closes Saturday, October 31st."

STOP, THINK, FIGURE—you must make every minute count, every second, and you must work day and night. Work all the time and when you are not working be planning and figuring on what you are going to do next. Don't let one minute be wasted in this great battle of ballots. "Booster Period" comes early in the contest so that everyone can have an equal chance and gives everyone an equal opportunity to keep well up in the standing announced from week to week. Remember that it's subscriptions that count. It's through subscriptions that you win—no other way possible. Subscriptions count for votes, and votes win.

	REGULAR SCALE VOTES	EXTRA VOTES	TOTAL VOTES
1 year's Subscription, -	5,000	- 15,000	- 20,000
2 " " " -	12,000	- 31,000	- 43,000
3 " " " -	18,000	- 47,000	- 65,000
4 " " " -	25,000	- 63,000	- 88,000
5 " " " -	30,000	- 80,000	- 110,000

The Hare and the Tortoise.

Remember in your school days that old fable of the hare and the tortoise? The two agreed to run a race, and when the people learned this they made fun of the poor old tortoise for putting himself against the swiftest of creatures. But Mr. Tortoise said nothing, and just kept muttering to himself: "slow, but sure—slow, but sure." Naturally all bets were laid on the nimble hare. When the race was on it was a matter of a few minutes until the hare was out of sight and the patient tortoise was laboring far in the rear. When Mr. Lightfoot saw that there was no one in sight he laughed to himself and decided that he would stop at the first way-side inn for lunch. The race was yet called, "Turtle Race." The hare ate a hearty meal and took up his course again. But he did not feel so light now, and with a yawn, he laid down to sleep for "forty winks." Waking up much refreshed, he leaped easily to his feet, and was off like a shot, feeling spry and sure of winning, as he thought Mr. Tortoise was well in the rear. Soon he came in sight of the goal, when, lo and behold, he saw the tortoise creeping at the same steady gait at which he had set out. The hare was in a rage, madly he leaped and in a trice was at the judges stand, but a loser. TOO LATE. The race had already been won by the tortoise.

The Moral.

The moral is plain—keep going. Never let a day pass without advancing and adding subscriptions to your list. It will not be giving yourself a fair deal if you do not make every moment count, especially during "Booster Period."

Don't Be Bluffed.

One utterly needless source of discouragement to the timid candidate is the fear in which they hold some other contestant. They hear all kinds of wild rumors that "so and so" has

a bunch of subscriptions already. Rumor is ever untrustworthy, and no reports are so apt to be exaggerated as these. In fact, live wire contestants are apt to circulate reports of this kind to discourage other contestants. It is a pretty safe plan to cut these reports in the middle—or even more. Even though you know that some one has a few more votes than you have, what of it? The remedy lies in your own hands. Get out among your friends and get subscriptions and overcome this lead and then hold the whip in hand yourself. You can do it. The more subscriptions you get the more confident you will be and the feeling of fear will pass away. Talk is nothing but words and talk won't win. Less talk and more votes make a better showing in the standing column.

No Apology Necessary.

No apology is necessary when asking for subscriptions to the Herald. You know that when you approach anyone for subscriptions that they will get their money's worth in the Herald. You will not have to explain this to anyone who has been reading the Herald. Point out to them the excellent news service, the method of handling news of importance, and the thoroughness with which local news is handled. Anyone who gets the habit of reading the Herald will never be without it. The subscription list is climbing rapidly, and it is very gratifying to the editor of this paper. Taken all around, the conditions favor a most successful termination of this contest. The contestants are live wires and will give good accounts of themselves and of their work in this contest. We appeal to the public to give them assistance when they call to ask for subscriptions.

Lead—Don't Follow.

This is the slogan of the successful

person in any line of work. There are always plenty followers but very few leaders, and they are far between. The contest manager has been fortunate in getting among the contestants in the Herald's automobile contest some real leaders. They are not only leaders, but they possess the qualifications of making leaders out of other people. It is interesting to note the perfect working machinery of some of the contestants—just how they go about their work—their follow up system—and how they keep behind each and every one who may subscribe. They would be a power in the political field for it is an organization that always spells success.

Just Twenty More Working Days.

And the greatest period in the contest will be in history. Don't let the final hour come and then have to say: "Why didn't I take advantage of my opportunity?"

Booster Period Closes Saturday, October 31.

We could lay our finger on several contestants right now who are not doing things that are not even getting to this so early in the contest. It is not giving yourself a fair deal to waste opportunities. This is the best time in the whole contest to get subscriptions as the field has not been worked and there are prospective subscribers in all corners of this community. You have as good a chance to get them as anyone else, and should determine right now not to lose one second of this valuable period that will soon come to a close.

No Restrictions of Any Kind.

Get subscriptions anywhere on the face of the earth, no matter where. If you have friends and relatives at a distance, write to them and tell them about it. They will subscribe, of course they will. Send them a copy of the paper. Tell them what you are going to do and what your prospects are and you will be surprised at the returns. DO IT AND DO IT RIGHT NOW.

Contestants, Take Notice.

Once more we ask that you read the news stories that appear in the Herald each week. Keep yourself posted. You will get lots of good help and keep you in better spirits. We also ask that you send or bring your re-

SPECIAL MARKET DAYS FOR YAZOO CITY

J. O. Stricklin and K. C. Thompson
Inaugurate a New Enterprise.

Beginning on Nov. 7th, Yazoo City will have regular market days for cattle, hogs, colts, hay and grain. It is a much needed enterprise, and the only wonder is that some one has not begun it before this. It will be a clearing house between the farmers and stockraisers of the County. Any one having stock or hay or grain to sell can list it with Messrs. Stricklin and Thompson, and it will be sold on these public market days. They expect to have a sale at least once a month. Those listing stock with them for sale can rest assured that they will get the highest market price.

Already these gentlemen have a large number of head of cattle, hogs and colts listed for the first sale. Among the number are many registered shorthorn cattle.

Nov. 7th will be on Saturday, immediately succeeding our County Fair, and will be an auspicious beginning to a great enterprise. The matter of a public market for these things has long been desired and talked of by the farmers of this county.

Their plan is very simple. If a farmer of the county has any stock that he wishes to sell, or any hay or grain, he can list it with Stricklin and Thompson, and it will be sold on the next public sale day.

Such sales are a regular institution in other places and States, and it is expected that buyers from elsewhere will be attracted here. These sales will be widely advertised, so that prospective purchasers can know what will be on sale.

Success to the new enterprise. It will fill a long felt want.

ports to the contest manager promptly. He wants to know what you are doing, and if he gets no reports it means the impression that you are going nothing.

LIST OF CONTESTANTS NOMINATED TO DATE.

MISS NELLIE SINGLETON, YAZOO CITY.
MRS. BATAILLE NOBLE, BENTON.
MRS. L. E. MILLER, SILVER CITY.
MRS. JAMES MCGRAW, YAZOO CITY, R. NO. 3.
MRS. C. F. RHODES, YAZOO CITY.
MISS FRANCES BLUNT, BENTON.
MRS. T. F. ADAMS, YAZOO CITY.
MISS MARY SWAYZE, YAZOO CITY.
MISS MOLLIE C. COKER, YAZOO CITY.
MISS BELLE WIGGINS, YAZOO CITY.
MRS. MAGGIE DESKINS, YAZOO CITY, ROUTE 2.
MISS NELLIE MARTIN, SATARTIA.
MISS SENEZ CHILDRESS, SATARTIA.
MISS CHESLEY BONNEY, SATARTIA.
MISS SELAH PERRY, SATARTIA.
MISS ELOISE STAMPLEY, ANDING.
MISS LETTIE PRESTRIDGE, ANDING.
MISS JOSIE MANSFIELD, MECHANICSBURG.
MISS LILLIE STURTEVANT, MECHANICSBURG.
MISS LAURA RUSSELL, MECHANICSBURG.
MISS MYRTLE COOK, BENTONIA.
MISS MAY SHACKLEFORD, BENTONIA.
MISS MAMIE JOHNSON, BENTONIA.
MISS META CANNON, BENTONIA.
MRS. T. K. KIRK, BENTONIA.
MISS BERTA LEE SMITH, ZEIGLERVILLE.
MISS WETA RAB, LOUISE.
MISS WILLIE BRISTER, MIDNIGHT.
MISS MINNIE OWENS, HOLLY BLUFF.
MISS MAZIE MCGRAW, VALLEY.
MISS BLANCHE FRAZIER, COLBY.
MISS INEZ HILDEBRAND, PHOENIX.
MISS MARY ROWE, YAZOO CITY, ROUTE 2.

Nomination Blank.

TO ENTER THIS CONTEST FILL OUT THIS COUPON AND
SEND TO THE CONTEST DEPARTMENT. EACH CONTESTANT
IS ENTITLED TO ONE NOMINATION, GOOD FOR

1000 Contest Votes

I HEREBY NOMINATE

Mr. Mrs. Miss

Postoffice

Signed by

Address

Only one Nomination Coupon credited to contestant. Under no circumstances will the name of the nominator be divulged. If the person nominated decides to enter the contest 9000 votes will be given when the FIRST DOLLAR IS PAID IN.

How to Win a Valuable Prize

Send in your nomination. You will find a nomination blank is good for 1,000 votes which gives you a fine start.

Then enlist the aid of your friends and neighbors. Use your telephone. Let everyone know that you are a candidate before they promise to help a more enterprising candidate.

Be ambitious and determined to win. If you have friends you cannot see at once, write them.

You can get votes and subscriptions anywhere, from the other districts as well as your own.

Votes will be given on new subscriptions and renewals of old subscriptions that are paid and job printing.

Call or send to the Yazoo City Herald Contest Office for receipt book. The Contest Manager will be glad to have you call so that he can explain anything you do not understand. Telephone or write if you cannot call and a representative will give you details. Secure every vote coupon possible, but work for the subscription ballots. They count most.

Ask your friends to help you. If you belong to a church society or organization, let your fellow members know that you expect their help. It will be freely given if you ask before it is given to some other candidate.

Don't forget that the children can do the most effective work in collecting coupons, as well as secure many paid-in-advance subscriptions.

Should your brother, father, sister or friend belong to any organization, get them to secure the votes and assistance of the members of the organization.

Do not let a day pass without securing some subscriptions and votes. The steady persistent work is what will make you the winner of a valuable prize. Keeping everlastingly at it always brings success.

Anyone, anywhere, can vote for any candidate. Candidates can secure votes and subscriptions anywhere.

It is easier to ask questions than to correct mistakes. Do not hesitate to ask questions. The Contest Manager is at the contest office to help you.